



WPTV

ORDER

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<u>Contract / Revision</u>	<u>315741</u>	/	<u>Allen West for Congress</u>
<u>Original Date / Revision</u>	10/24/12	10/24/12	<u>Agency Com</u> 15%
			<u>Billing Contact</u>
<u>Advertiser</u>	West / Republican / Congress		3299 K Street NW - Suite 200
			Washington, DC 20007
<u>Agency</u>	Strategic Media Services		
<u>Buying Contact</u>		<u>Sales Office</u>	EWSDC
		<u>Sales Region</u>	NAT
3299 K Street NW - Suite 200		<u>Agency Ref</u>	2
Washington, DC 20007			

Order Sep 00:20:00
Estimate # **Schedule C Order #1315**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 83937

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	50362
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$11,836.25	\$13,925.00	0.00	10/01/12	10/28/12	11	\$11,836.25	\$13,925.00
November 2012	6	\$16,702.50	\$19,650.00	0.00	10/29/12	10/30/12	6	\$16,702.50	\$19,650.00
Totals	17	\$28,538.75	\$33,575.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$11,836.25	\$13,925.00	0.00	10/01/12	10/28/12	11	\$11,836.25	\$13,925.00
November 2012	6	\$16,702.50	\$19,650.00	0.00	10/29/12	10/30/12	6	\$16,702.50	\$19,650.00
Totals	17	\$28,538.75	\$33,575.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
E 1	WPTV	10/26/12	10/30/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/24/12		10/30/12		M-----	1	\$4,000.00	0.00								
E 2	WPTV	10/26/12	10/30/12	Monday Prime C revolution	CM	10-11p	M-----	:30	1	\$2,150.00	FX	0.00	NM	1	\$2,150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/24/12		10/30/12		M-----	1	\$2,150.00	0.00								
E 9	WPTV	10/26/12	10/30/12		CM	9-10p	-----F--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00



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315741

Flight Dates 10/26/12-10/30/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress

Estimate # Schedule C Order #1315

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>			
														Spots	Amount		
				Friday Prime B grimm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----F--		1	\$1,450.00			0.00							
E 10	WPTV	10/26/12	10/30/12	Friday Prime C dateline	CM	10-11p			-----F--	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----F--		1	\$2,500.00			0.00							
E 14	WPTV	10/26/12	10/30/12	Saturday Prime A encore	CM	8-9p			-----S-	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----S-		1	\$425.00			0.00							
E 15	WPTV	10/26/12	10/30/12	Saturday Prime B encore	CM	9-10p			-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----S-		2	\$425.00			0.00							
E 16	WPTV	10/26/12	10/30/12	Saturday Prime C encore	CM	10-11p			-----S-	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----S-		2	\$425.00			0.00							
E 17	WPTV	10/26/12	10/30/12	NBC Tuesday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)			-T-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-T-----		1	\$4,000.00			0.00							
E 18	WPTV	10/26/12	10/30/12	Tuesday Prime C go on/new normal	CM	10-11p			-T-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-T-----		1	\$2,500.00			0.00							
N 19	WPTV	10/26/12	10/30/12	Tuesday Prime B the voice	CM	9-10p			-T-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-T-----		1	\$4,000.00			0.00							
N 20	WPTV	10/26/12	10/30/12	Friday Prime A go on/guys...kids	CM	8-9p			-----F--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----F--		1	\$1,450.00			0.00							
N 21	WPTV	10/26/12	10/30/12	Sa 6-7a Sa 6-7a	CM	6-7a			-----S-	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----S-		1	\$400.00			0.00							
N 22	WPTV	10/26/12	10/30/12	M-F 630-7p M-F 630-7p	CM	630-7p			-T-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-T-----		1	\$3,000.00			0.00							
N 23	WPTV	10/26/12	10/30/12	Sa 630-7p Sa 630-7p	CM	630-7p			-----S-	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----S-		1	\$3,000.00			0.00							
N 24	WPTV	10/26/12	10/30/12	Su 630-7p Su 630-7p	CM	630-7p			-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/24/12	10/30/12	-----S		1	\$3,000.00			0.00							



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Contract / Revision**315741** Flight Dates **10/26/12-10/30/12**Hiatus DatesOriginal Date / Revision 10/24/12 / 10/24/12Order Sep 00:20:00Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Schedule C Order #1315**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N24	WPTV	10/26/12	10/30/12	Su 630-7p Su 630-7p	CM	630-7p	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	-----S		1	\$3,000.00			0.00					
														Totals	17 \$33,575.00